

Public Relations and Communication Association (PRCA) Diploma in Public Affairs Management



 **POST-GRADUATE**

 **MAXIMUM TIME TO COMPLETE: ONE YEAR**

 **ONLINE**



 **THE COURSE IS REALLY FLEXIBLE; ENROL AT A TIME THAT'S RIGHT FOR YOU.**

WHY GET A QUALIFICATION: THE BUSINESS CASE

A professional qualification can boost your career and your confidence.

If you are wondering about doing a qualification, the business case is clear:

- You will become a more strategic practitioner.
- You will grow as an individual and become more confident.
- Your organisation or clients will benefit from more effective practice.

For employers it means someone on the team who is:

- Skilled and knowledgeable;
- Confident to make decisions;
- Equipped to operate strategically;
- A motivated member of the team;
- Able to bring fresh insights and the latest thinking.

In addition, your assignment is focused on real work situations so is of practical value in the workplace.

Studying for a qualification gives you deep level learning which you don't get with training. You will be learning over a period of time and that enables you to get to grips with new concepts and models and learn how to apply them in your own situation.

A qualification helps to future-proof your career. Technical skills are important but practitioners are increasingly dealing with complex or unusual scenarios and for that you need to be thinking and acting more strategically.

STUDY SUPPORT PACKAGE

- The PR Academy Study Hub with easy-to-follow lessons, video, guided reading from our library (we don't just put you on Teams!)
- A specially curated online library with a range of books on communication topics, new books are added regularly.
- Plenty of tutor support. There is always someone available to help you.
- An easy messaging system if you want to contact your course leader or the course support team.
- Assignment proposal for individual feedback to make sure you are on track for success.

THIS COURSE IS RIGHT FOR YOU IF:

- You are working in public affairs in a junior role or you are interested in moving into public affairs management.
- You are interested in learning more about public affairs management.
- You are a public relations manager looking to extend your knowledge of public affairs.



- Knowledgeable tutors who combine top academic credentials and senior practitioner experience. We think we have the best tutors in the business!

HOW YOU WILL LEARN

Unlike many online courses, we provide a high level of tutor support so there is also an experienced tutor on hand to advise you.

The PR Academy Study Hub has been designed specially for our PR and communication courses. Learning is via on demand video, podcasts, quizzes and guided reading from our online library.

You can complete the course at your own pace. You have one year to complete the course but you can do it much more quickly than that of course. We think about six months is about right to work through the lessons and reflect on what you learn. If studying over six months, then allow about 2-3 hours a week for your studies – more when you are doing your assignment.

WHAT YOU WILL LEARN

The PRCA Diploma in Public Affairs Management positions public affairs as a dedicated communication management discipline. It includes a thorough exploration of public affairs practice. This includes an understanding of lobbying codes, ethical practice and parliamentary processes. It positions public affairs as a managed programme of activities and a planned approach is explored covering objective setting, stakeholder and issues management, message development, tactics, engagement and measurement. The course also includes practical capabilities such as relationship management, understanding different personalities and motivations, commercial skills and communicating with confidence.

QUALIFICATION OBJECTIVES

Successful candidates will be able to:

1. Understand key concepts in public affairs management:

- Lobbying, government relations, issues management, reputation management;
- Differences/similarities between public affairs work at an agency and in-house;
- Political PR;
- Lobbying codes, ethical practice and personal responsibilities;
- Parliamentary processes;
- Scottish Parliament, Welsh Assembly, Metro Mayors and Local Government processes.

2. Apply communication and engagement models in a public affairs context:

- Set objectives, identify issues and stakeholders;
- Devise strategies, messages and tactics;
- Engage with identified stakeholders;
- Write proposals, agree budgets, manage over servicing, time management and prioritisation;
- Communicate with confidence;
- Measure outputs and outcomes.



The diploma provided an overview of the UK's parliamentary processes, the legislative procedure and the opportunities for ethical and responsible lobbying within this. For people who are just joining the industry it is a great introduction to the key concepts, models and frameworks of public affairs and political PR."

MARY DEWAR



ASSIGNMENT BRIEF

The assessment is a 3000-word report on a past or current public affairs issue at a specified company or organisation. On successful completion of the assignment the candidate receives a PRCA Diploma in Public Affairs Management. Students need to choose an organisation (case study) for the assignment. This could be your current employer, one of your clients, or another organisation of your choice. If you wish, you can anonymise the organisation and/or adapt the details if that is desirable.

The overall aim of the assignment is for you to demonstrate your understanding of, and application of, the learning from the course.

The report should be structured as follows:

- Introduction with some background to the organisation and the importance of the public affairs issue.
- Analysis of how the public affairs plan/campaign was established and the rationale for the approach adopted (this should be supported with examples of how the plan was developed with appropriate discussion of principles from the course).
- Analysis of how public affairs was/is being applied throughout different stages of the plan/campaign (this should be supported with examples of communication and appropriate discussion of principles from the course).
- Conclusion and recommendations – a summary of your analysis with recommendations about how public affairs management could be improved in the future.

The report should be written as if it is for the senior management team at the organisation.

The PRCA is the world's largest PR professional body, representing more than 30,000 practitioners. It promotes all aspects of public relations and communications work, helping teams and individuals maximise the value they deliver to clients and organisations. The Association exists to raise standards in PR and communications, providing members with industry data, facilitating the sharing of communications best practice, and creating networking opportunities.

GET IN TOUCH AND KEEP IN TOUCH

If you have a question or need some help:

Call: 00 44 (0) 203 862 6910

Email: courses@pracademy.co.uk

Let's stay in touch on social media:

 [@pracademy](https://twitter.com/pracademy)

 [@PRAcademyLtd](https://www.facebook.com/PRAcademyLtd)

Want to know more or get signed up?

FIND OUT MORE AND ENROL VIA THE PRCA



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